

# Cresco Labs Announces Participation in January Conferences

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CHICAGO--(BUSINESS WIRE)-- **Cresco Labs** (CSE: CL) (OTCQX: CRLBF), one of the largest vertically integrated multistate cannabis operators in the United States, announced today its participation at the 2020 ICR Conference in Orlando, Florida, on January 13-14, 2020, and the AltaCorp / ATB Financial 8th Annual Institutional Investor Conference in Toronto, Ontario, on January 14, 2020.

## 2020 ICR Conference in Orlando Florida

Greg Butler, Chief Marketing Officer of Cresco, will present at 9:30 am EST on Tuesday, January 14, 2020. Cresco's CEO and Co-founder Charlie Bachtell, and Greg Butler, will host two days of one-on-one meetings and breakout sessions on January 13-14, 2020.

The presentation will be available via webcast. To register for the webcast, please visit <http://wsw.com/webcast/icr6/crlbf/>. The webcast will also be available on the investor page of the Company's website for 90 days following the presentation.

The ICR Conference is one of the largest investment conferences of the year featuring presentations by more than 200 public and private companies, with attendance by institutional investors, private equity professionals, equity research analysts and select media, approximating 2,500 in total. To learn more about ICR, visit <https://icrconference.com/>.

## AltaCorp / ATB Financial 8th Annual Institutional Investor Conference

Marc Lustig from Cresco will participate in a Fireside Chat at 2:00 pm EST on Tuesday, January 14, 2020. Marc Lustig

and Aaron Miles, Vice President of Investor Relations, will host one-on-one meetings.

## About Cresco Labs:

Cresco is one of the largest vertically-integrated multi-state cannabis operators in the United States. Cresco is built to become the most important company in the cannabis industry by combining the most strategic geographic footprint with one of the leading distribution platforms in North America. Employing a consumer-packaged goods (“CPG”) approach to cannabis, Cresco’s house of brands is designed to meet the needs of all consumer segments and includes some of the most recognized and trusted national brands including Cresco, Remedi and Mindy’s, a line of edibles created by James Beard Award-winning chef Mindy Segal. Sunnyside\*, Cresco’s national dispensary brand, is a wellness-focused retailer designed to build trust, education and convenience for both existing and new cannabis consumers. Recognizing that the cannabis industry is poised to become one of the leading job creators in the country, Cresco has launched the industry’s first national comprehensive Social Equity and Educational Development (SEED) initiative designed to ensure that all members of society have the skills, knowledge and opportunity to work in and own businesses in the cannabis industry. Learn more about Cresco at [www.crescolabs.com](http://www.crescolabs.com).

## Forward Looking Statements

This press release contains “forward-looking information” within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute “forward-looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company’s beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company’s control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as, ‘may,’ ‘will,’ ‘should,’ ‘could,’ ‘would,’ ‘expects,’ ‘plans,’ ‘anticipates,’ ‘believes,’ ‘estimates,’ ‘projects,’ ‘predicts,’ ‘potential’ or ‘continue’ or the negative of those forms or other comparable terms. The Company’s forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the Company’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including but not limited to those risks discussed under “Risk Factors” in the company’s CSE Listing Statement filed with SEDAR; and other factors, many of which are beyond the control of the Company. Readers are cautioned that the foregoing list of factors is not exhaustive. Because of these uncertainties, you should not place undue reliance on the Company’s forward-looking statements. No assurances are given as to the future trading price or trading volumes of Cresco’s shares, nor as to the Company’s financial performance in future financial periods. The Company does not intend to

update any of these factors or to publicly announce the result of any revisions to any of the Company's forward-looking statements contained herein, whether as a result of new information, any future event or otherwise. Except as otherwise indicated, this press release speaks as of the date hereof. The distribution of this press release does not imply that there has been no change in the affairs of the Company after the date hereof or create any duty or commitment to update or supplement any information provided in this press release or otherwise.

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